

## IN THE CLAIMS

Please revise the claims as follows:

1. (Currently Amended) An on line interactive advertising ~~process~~ system which enables time based viewing of random non-targeted advertising by a participant engaged in an activity in which the participant receives electronic data and/or images and at the same time and at the option of the participant, views said advertising[[:]]; the process comprising[[:]]:

a consumer station which receives said electronic data or images;

an information provider which delivers said electronic data or images to said consumer station[[:]];

a host with which said consumer station communicates and interacts[[:]]; and

an advertising provider ~~in communication with~~ associated with said host and which delivers advertising ~~selective~~ for optional viewing by the participant;

wherein advertisements are delivered randomly from the advertising provider via said host to said consumer station wherein, said participant, responsive to an invitation from said host can selectively view said advertising; ~~wherein,~~ whereby when said consumer elects to view advertising from said advertising provider via said host, the consumer receives rewards, ~~credits, cash, prizes or benefits~~ related to the viewing of said advertising and wherein, the participant at the consumer station views said advertising material without ~~requiring~~ software being downloaded and installed into the consumer station from the host and wherein the consumer receives said advertising

material by responding to a random non-targeted invitation to the consumer from the host.

2. (Currently Amended) An interactive ~~process~~ system according to claim 1, wherein:

said invitation is ~~random and~~ appears as an icon or alarm at the consumer station[[,]] and the system including a predetermined idleness criteria such that in the event the consumer station fails to respond to the random non-targeted invitation within a predetermined period, the invitation will cancel itself and reappear randomly at a later time at the consumer station, allowing the consumer repeated opportunity to elect whether to view advertising material while on line.

3. (Currently Amended) An interactive ~~process~~ system according to claim [[2]]  
4, wherein:

the participant is able to view advertising simultaneously with information from said information provider at the option of the participant, thereby allowing the participant to gain a reward ~~commensurate with the extent of exposure to advertising provided by the advertising provider~~ as a result of a participant's election to view the advertising.

4. (Currently Amended) An interactive ~~process~~ system according to claim [[3]]

1, wherein:

said advertising station is remote from said consumer station.

5. (Currently Amended) An interactive ~~process~~ system according to claim [[4]]

9, wherein:

said invitation is a flashing icon.

6. (Currently Amended) An interactive ~~process~~ system according to claim [[5]]

8, wherein:

said consumer station is a computer.

7. (Currently Amended) An interactive ~~process~~ system according to claim [[4]]

8, wherein:

said consumer station is a member selected from the group consisting of a digital television receiver, webpad [[or]] and Wireless Application Protocol phone.

8. (Currently Amended) An interactive ~~process~~ system according to claim [[7]]  
14, wherein:

said advertisements appear at a predetermined location on a display at the consumer station.

9. (Currently Amended) An interactive ~~process~~ system according to claim 8,  
wherein: said advertising appears at said consumer station as a banner on said display.

10. (Currently Amended) An interactive ~~process~~ system according to claim  
[[9]] 5, wherein:

said icon appears at any location within said banner.

11. (Currently Amended) An interactive ~~process~~ system according to claim 10,  
wherein:

said banner is moveable.

12. (Currently Amended) An interactive ~~process~~ system according to claim 11,  
wherein:

said icon is visible irrespective of its location within said banner and when received at said consumer station is enabled by an internet browser.

13. (Currently Amended) An interactive process system according to claim [[12]] 2, wherein:

the advertising selected for viewing by said participant is displayed independent of any data or images displayed on said screen at said consumer station.

14. (Currently Amended) An interactive process system according to claim 13, wherein:

viewer software enabling the consumer to view advertising, is browser driven such that said software is embedded into said viewer software and wherein said viewer software does not remain at the consumer station at the termination of viewing said advertisements.

15. (Cancelled)

16. (Currently Amended) An interactive process system according to claim [[15]] 6, wherein:

said rewards comprise rebates to said participant for the costs of internet time commensurate with the time spent viewing advertising.

17. (Currently Amended) An on line interactive process system which enables elective time based viewing of random non-targeted advertising by a participant receiving electronic data and/or images from an information provider[[;]], the process comprising[[;]]:

a participant computer which receives said electronic data or images; and  
~~an information provider for providing said electronic data or images;~~  
an advertising provider in communication with said participant ~~station~~ computer;  
wherein, the advertising provider communicates with said participant computer  
station upon election by said participant responsive to an invitation from said  
advertising provider; wherein, the participant receives said advertising material by  
responding to a random non-targeted invitation from the advertising provider appearing  
at the participant's station without ~~requiring~~ software being downloaded to the  
participant's station and wherein, when said participant elects to view advertising from  
said advertising provider the participant receives rewards, ~~credits, bonuses or selected~~  
~~benefits.~~

18. (Currently Amended) An interactive ~~process~~ system according to claim 17,  
wherein:

said participant station is connected to the internet and wherein said invitation  
is ~~random~~ on the screen of the participant ~~station~~ computer, the process including a  
predetermined idleness criteria such that in the event the participant ~~station~~ computer  
fails to respond to the random non-targeted invitation within a predetermined period,  
the invitation will terminate and reappear randomly at a later time on the participant  
~~station~~ computer thereby allowing the participant repeated opportunity to elect  
whether to receive advertising material for reward while on line.

19. (Currently Amended) An interactive ~~process~~ system, according to claim 18, wherein:

the participant is able to view advertising simultaneously with online information at the option of the participant, thereby allowing the participant to gain ~~a reward~~ rewards based on the time spent viewing advertising.

20. (Cancelled)

21. (Currently Amended) An interactive ~~process~~ system for enabling time based elective viewing of advertising at a participant computer while the computer is online, ~~the process including~~ comprising:

an advertising provider in communication with said participant computer, while the participant is obtaining data or information from an information provider, wherein the advertising provider communicates with said participant computer via the advertising provider's web site, upon election by said participant responsive to an invitation from said advertising provider; wherein, without ~~requiring~~ software being downloaded to the participant computer, the participant views said advertising material by responding to a random non-targeted invitation from the advertising provider appearing on the participant display; said random invitation appearing as a flashing icon on a display of the participant computer and including a predetermined idleness criteria such that in the event the participant computer fails to respond to the ~~random~~

invitation within a predetermined period, the participant will not receive advertising nor ~~credits, cash, prizes, or like incentives~~ rewards for viewing said advertising, whereupon the invitation will reappear randomly at a later time on the participant's computer display allowing the participant repeated opportunity to elect whether to receive advertising material while on line; wherein upon acceptance by the consumer of advertising by signalling the advertising provider, advertisements will be sent to the consumer's computer for a predetermined random period following which the advertisements will be suspended until reactivated by the consumer by signalling the advertising provider; the process thereby allowing the participant to view advertising simultaneously with online information at the option of the participant, thereby allowing the participant to receive ~~credits, prizes, or like or~~ rewards to offset the cost of online time while the participant views advertising messages; the process operable without the need for the consumer to download specific software.

22. (Cancelled)

23. (Currently Amended) An interactive ~~process~~ system for accessing from a participant computer at the option of a participant, advertising material supplied by an advertising provider in communication with said participant computer whilst the participant computer is obtaining information from an information provider[[:]] the ~~process~~ comprising:



allowing a participant computer which at the option of the participant, establishes communication with an information provider responsive to an invitation from the advertising provider[[,]];

wherein, the advertising provider communicates with said participant computer via a web site of the advertising provider upon election by said participant in response to an invitation from said advertising provider; wherein the participant, without downloading enabling software to the participant computer, views said advertising material by responding to a random non-targeted invitation from the advertising provider appearing on the participant's computer display once the participant has registered with the advertising provider by forwarding to the provider the participant's identifying information; said random invitation appearing as a flashing icon on the display of the participant computer in or near a banner advertisement such that in the event the participant responds to the random invitation within a predetermined period, advertising will be sent to the participant's computer for a random period of time unknown to the participant, allowing the participant repeated opportunity to elect whether to receive advertising material whilst on line; the process thereby allowing the participant to view advertising simultaneously with online information at the option of the participant thereby allowing the participant to gain ~~credits, cash, rewards, prizes, benefits or the like~~ to offset the cost of Internet online time commensurate with the extent of self determined exposure by the participant to advertising messages.

24. (Currently Amended) A method for time based elective viewing by a participant of advertisements provided by an advertisement provider while the consumer is browsing the Internet, such that the consumer can optionally view advertisements while viewing information supplied by an information provider to defray the costs of ~~on-line~~ online time, the method comprising the steps of:

- a) connecting a participant display to an information provider via the Internet,
- b) establishing an ~~on-line~~ online link to an advertising provider via the information provider;

- c) viewing at the participant's display from the advertising provider a randomly displayed non-targeted invitation to view advertising material at the option of the participant while the participant is viewing information from an information provider;

- d) allowing said random non-targeted invitation to display on the participant display for a predetermined length of time, whereupon;

- i) in the event that the participant ignores the invitation to receive advertising material, the invitation will cease after a predetermined period of idleness and will reappear again at a random time allowing the participant subsequent opportunities to accept the invitation to receive advertising,

- ii) in the event that the participant accepts the random invitation from the advertiser to receive advertisements from the advertising provider, the participant will receive advertising on the participant's display screen; and

e) in the event of selection of option d) ii) the advertising provider will credit the participant for the cost of the ~~on-line~~ online time of the connection based on the amount of time spent by the participant viewing advertising provided by the advertising provider.

25. (Cancelled)

26. (Cancelled)

27. (Currently Amended) A method for time based elective viewing of advertisements by a participant provided by an advertisement provider while the participant is on the Internet such that the participant can optionally view advertisements while viewing information supplied by an information provider to defray the costs of ~~on-line~~ online time, the method comprising the steps of:

a) connecting a participant computer to an information provider via the Internet[[,]];:

b) establishing a link to a web page of an information provider host;

c) sending particulars of the participant computer such as the computer's Email address to the host to establish a link between the participant computer and the advertising provider;

d) receiving at the participant computer from said advertising provider a randomly displayed non-targeted invitation to receive advertising material via said host at the option of the participant while the consumer is receiving information from the information provider;

e) allowing said random invitation to display on the participant computer for a predetermined length of time, whereupon;

i) in the event that the participant ignores the invitation to receive advertising material, the invitation will remain as a randomly flashing icon and will reappear again at a random time allowing the participant subsequent opportunities to accept the invitation to receive advertising,

ii) in the event that the participant accepts the random invitation from the host to receive advertisements from the advertising provider, the participant will receive on the participant's computer display an advertising banner which will display advertising targeted to a predetermined parameter selected from participant profile information, such as post code or Email address; whereupon after a predetermined period of time supplying advertising, the advertising provider will cease provision of advertisements and will reactivate the invitation to the participant to request supply of the advertisements; and

f) in the event of selection of option e) ii) the participant will during the period of viewing of advertisements receive rewards, ~~benefits or credits or prizes or the cost of on line time of the connection~~ commensurate with the amount of time spent by the

participant viewing advertising provided by the advertising provider, wherein the advertisements are viewable by the participant without the need to download enabling software to [[an]] the operating system of the participant's computer.

28. (Currently Amended) A method for elective viewing of advertisements provided by an advertisement provider by a participant whilst the participant is ~~online~~ on the Internet such that the participant can optionally view advertisements whilst viewing information supplied by an information provider to defray the costs of the online time, the method comprising the steps of:

a) connecting a participant computer to an information provider via the Internet[[,]];;

b) establishing a link to a web page of an advertising provider via the information provider;

c) sending particulars of the participant such as the participant's Email address to the advertising provider to establish a link between the participant computer and the advertising provider;

d) receiving at the participant computer from the advertising provider a randomly displayed non-targeted invitation to receive advertising material at the option of the participant whilst the participant is viewing information from the information provider;

e) allowing said random invitation to display on the participant's computer for a predetermined length of time, whereupon;

i) in the event that the participant ignores the invitation to receive ~~credits, prizes or~~ rewards for viewing advertising material, the invitation will remain as a randomly flashing icon until the participant signals said advertising provider that it wishes to receive said ~~credits, rewards, prizes or the like~~ in return for viewing said advertising[[,]];

ii) in the event that the participant accepts the invitation from the advertiser to receive ~~credits, prizes or~~ rewards for viewing advertisements from the advertising provider, the participant will continue to receive on the participant's computer display on an advertising banner advertisements, whereupon after a predetermined period of obtaining ~~credits, rewards, prizes etc~~ for viewing advertising said icon will start flashing indicating that the participant is no longer receiving ~~credits, rewards or prizes~~ for viewing advertising sent to the participant computer[[,]]; and

f) in the event of selection of option e) ii) the advertising provider will during the period of provision of advertisements credit the participant with ~~cash, rewards, prizes or equivalent or with the cost of the on line time of the connection~~ commensurate with the amount of time spent by the participant viewing advertising provided by the advertising provider ~~during a predetermined reward period.~~

29. (Currently Amended) A method according to claim 28, wherein:

the invitation to the participant appearing on the participant computer to receive advertising from the advertising provider is a flashing icon which the participant clicks ~~on or answers by an alternative means such as a key stroke or other signal~~ which signals to the advertising provider whereupon, the advertising provider matches with the particular participant's particulars, whereupon the advertising provider supplies advertising to the participant computer until the participant cancels the advertising.

30. (Currently Amended) An interactive ~~process~~ system for time based transmission of advertisements from an advertising provider to a participant computer via the Internet, the process comprising[[:]]:

a participant computer capable of establishing an online connection with an information provider;

an advertisement provider capable of establishing a connection with the participant's computer[[:]];

a registration module at the advertisement provider for receiving data including [[the]] participant data from the participant to identify the participant;

providing ~~an icon or like~~ indicia at the participant computer delivered by the advertising provider to allow the participant the option of receiving advertising from the advertising provider by signaling via that icon or indicia that the participant wishes to receive advertising;

allowing the advertisement provider to identify a received signal as that of a particular participant when the participant signals to the advertising provider via said icon its desire to receive advertising, allowing the advertisement provider to terminate display of the icon or like indicia in the event that a predetermined period of idleness of the icon or indicia is detected where the participant does not signal via the icon or indicia of its request for advertising material whereupon, the advertising provider permanently or temporarily terminates the display of the icon or indicia whereupon after a predetermined period of time has elapsed, the icon will reappear on the participant's computer allowing the participant the option of electing to view advertising;

whereupon in the event that the participant elects to view advertising material, the advertising provider will provide to the participant, ~~credit, cash, rewards, prizes or the like~~ based on time spent by the participant viewing advertisements.